

INTERCOLLEGIATE BROADCASTING SYSTEM

CONDITIONS GOVERNING THE HANDLING OF NATIONALLY SPONSORED BROADCASTS

Because errors in the handling of advertising accounts can prove costly to your station and to the others in the System carrying such accounts, this summary of the procedures used on national orders is required reading for all staff members involved in handling the national advertising contracts signed by your station.

OPERATIONS DEPARTMENT

All negotiations between the stations in the System carrying national advertising and the advertising representative of the System, the sponsor's agency and the sponsor is carried on by the Operations Department of the System; to avoid confusion and error this rule must be followed. The Operations Department may be reached as follows:

Mailing Address: [Mr. David W. Borst
706 Sanders Ave.
Schenectady 2, N.Y.

Telephone:
Evenings, Weekends:
Schenectady 3-6028
Weekdays during the day:
Schenectady 4-2211
Extension 3384, 4819 or 2664

ADVERTISING REPRESENTATIVE

The Intercollegiate Broadcasting System has signed a one-year contract dated September 1, 1951, with clauses for renewal, with the Thomas F. Clark Company, 205-217 East 42nd Street, New York 17, New York to act as exclusive national advertising representative for those stations in the System which are eligible for this service and elect to be so represented.

AVAILABILITIES:

When an account is considering purchase of time on any station, one of the things that must be known is what time (and/or programs) are available for sale. Operations knows, of course, what nationally-sponsored programs the station may already be carrying; also, what hours the station is broadcasting. To attempt to keep track of all local time sold by each station would result in an excessive amount of clerical work and correspondence, both by the Operations Department and each individual station. For this reason the System has asked that each station represented by the Advertising Representative agree to the Blanket Network Option, described below under that heading.

ADJACENCIES

Accounts considering or ordering spot announcements often want to know the names and types of the preceeding and following programs, with respect to the times they are considering or have selected. This is an indication of the suitability of the time selected for their spot announcements. This information is called "adjacencies."

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Telephone:	Mr. David W. Horst	Mailing
Evenings, Weekends:	Address: 708 Sanders Ave.	
Schenectady 3-6028	Schenectady 2, N.Y.	
Weekdays during the day:		
Schenectady 4-2211		
Extension 3364, 4819 or 2664		

ADVERTISING REPRESENTATIVE

The Intercollegiate Broadcasting System has signed a one-year contract dated September 1, 1951, with clauses for renewal, with the Thomas F. Clark Company, 235-217 East 42nd Street, New York 17, New York to act as exclusive national advertising representative for those stations in the System which are eligible for this service and elect to be so represented.

AVAILABILITY

When an account is considering purchase of time on any station, one of the things that must be known is what time (and/or programs) are available for sale. Operations knows, of course, what nationally sponsored programs the station may already be carrying; also, what hours the station is broadcasting. To attempt to keep track of all local time sold by each station would result in an excessive amount of clerical work and correspondence, both by the Operations Department and each individual station. For this reason the System has asked that each station represented by the Advertising Representative agree to the Blanket Network Option, described below under that heading.

ADJACENCIES

Accounts considering or ordering spot announcements often want to know the names and types of the preceding and following programs, with respect to the times they are considering or have selected. This is an indication of the adjacency of the time selected for their spot announcements. This information is called "adjacency".

BLANKET NETWORK OPTION

As explained under "Availabilities", stations represented by the Advertising Representative are asked to agree to a Blanket Network Option. This option applies to those hours between 6:00 PM and 12:00 Midnight that these stations are broadcasting on Monday through Friday. The option does not prohibit the sale of time during these periods to local sponsors, but does require that if such time is sold and later conflicts with a contract obtained by the Thomas F. Clark Company, that the local spot must be moved to allow the station to carry the nationally-sponsored spot.

In practice, this will represent no great hardship to the station as most national spots are sold quite far in advance of the broadcasting dates, whereas most local accounts are not. Thus, it is unlikely that you will be awarded a national contract during a semester, or eve a week betwore the semester begins. The national contracts will be lined up before that, as a rule.

ORDERS

Where speed is a factor, accounts may begin on "verbal order" before written orders reach you. In any case, if the written time order does not reach you by the requested starting date, you should wire or phone for instructions.

Attached to time orders are conditions which govern these orders; IBS form B 182.2A. These are standard conditions which are used throughout the broadcasting industry.

You will receive two copies of each time order. One is to be signed by an authorized officer of your station and returned immediately to the Operations Department. It constitutes your acceptance of the order; the other copy is to be retained for your records. The information given on the face of the order regarding broadcast dates, hours, and number of times should be considered authoritative. Specific authorization is required for any deviation from the order.

CHANGING THE TIME OF A BROADCAST

The time of a sponsored broadcast (or spot) may be changed only with the authorization in advance of the advertiser or his agency. Requests for changes should be made to the Operations Department, where they will be taken up with the account. Only when the station has been notified of permission granted will the change be recognized. Otherwise, the program is regarded as cancelled, and the account cannot be expected to pay for it.

CANCELLED BROADCASTS

If a broadcast is cancelled for some unavoidable and unpredictable reason (such as a transmitter failure or an important news event) the Operations Department should be notified by

An explanation under "Availability", stations represented by the Advertising Representative are asked to agree to a Blanket Network Option. This option applies to those hours between 6:00 PM and 12:00 AM which these stations are broadcasting on Monday through Friday. The option does not prohibit the sale of time during these periods to local sponsors, but does require that if such time is sold and later conflicts with a contract obtained by the Thomas F. Clark Company, that the local spot must be moved to allow the station to carry the nationally sponsored spot.

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CANCELLED BROADCASTS

If a broadcast is cancelled for some unavoidable and unpredictable reason (such as a transmitter failure or an important news event) the Operations Department should be notified by

telegraph or telephone immediately. We will then try to get permission from the account to make up the broadcast at another time. If no satisfactory substitute time is arranged, the account does not pay for the missed broadcast.

The discount to which an advertiser is entitled is not affected by cancelled broadcasts. Thus, if 13 programs are ordered and only 12 are aired, the account still gets the discount for 13 times, this discount applying to the charges for 12 programs.

AFFIDAVITS

Affidavits of performance are required by most advertisers. They are signed statements made by you before a notary public, of the number of broadcasts made, the times, etc. On national accounts, one affidavit is made out for each account each month, or for the duration of the contract, if less than one month. The affidavits are filled out by us according to our (and the agency's) records and are mailed to you immediately after the last broadcast in each calendar month.

When an affidavit is received it is to be checked against your station log, and, if correct, signed and notarized and returned to the Operations Department at once. Bills cannot be submitted to the account until all affidavits are returned. Your affidavits should be mailed so as to reach the Operations Department not later than the fifth of the month.

If the affidavit does not check with your records, communicate with the Operations Department immediately.

BILLING

When all affidavits are returned, the client is billed from the Operations Department. Checks and statements will be mailed to stations after payment is received from the sponsor or his agency, which is usually about the 20th of the calendar month following the month of broadcast. Checks will be mailed by the Business Manager of IBS.

SALES DEPARTMENT

A Sales Department of IBS has been created to assist the Advertising Representative in solicitation of national advertising accounts. The Sales Department will not be concerned with carrying out such accounts as are secured; this is the responsibility of the Operations Department as described herein. The Sales Manager may from time to time request information of your station which is needed to sell time over your station, and his requests should be given your best attention and efforts as the successful conclusion of a negotiation for advertising over a number of stations may depend upon securing the desired data.

Intercollegiate Broadcasting System, Operations Department
706 Sanders Ave., Schenectady 2, N.Y.

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teletype or telephone immediately. We will then try to get permission from the account to make up the broadcast at another time. If no satisfactory substitute time is arranged, the account does not pay for the missed broadcast.

The discount to which an advertiser is entitled is not affected by cancelled broadcasts. Thus, if 15 programs are ordered and only 12 are aired, the account still gets the discount of 15 times, this discount applying to the charges for 15 programs.

ADVERTISING

Advertisers of performance are required by most advertisers. They are signed statements made by you before a notary public, of the number of broadcasts made, the times, etc. On national accounts, our affidavit is made out for each account each month, or for the duration of the contract, if less than one month. The affidavits are filled out by us according to our (and the agency's) records and are mailed to you immediately after the first broadcast in each calendar month.

When an affidavit is received, it is to be checked against your station log, and, if correct, signed and notarized and returned to the Operations Department at once. Bills cannot be submitted to the account until all affidavits are returned. Your affidavit should be mailed so as to reach the Operations Department not later than the fifth of the month.

If the affidavit does not check with your records, communicate with the Operations Department immediately.

BILLING

When all affidavits are returned, the client is billed from the Operations Department. Checks and statements will be mailed to stations after payment is received from the sponsor or his agency, which is usually about the 30th of the calendar month following the month of broadcast. Checks will be mailed by the Business Manager of IBS.

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A Sales Department of IBS has been created to assist the Advertising Representative in solicitation of national advertising accounts. The Sales Department will not be concerned with carrying out such accounts as are secured; this is the responsibility of the Operations Department as described herein. The Sales Manager may from time to time request information of your station which is needed to sell time over your station, and his requests should be given your best attention and efforts as the number of stations may depend upon securing the desired data.

Interstate Broadcasting System, Operations Department
708 Sandeep Ave., Schenectady 2, N.Y.